

The Computer Industry

The Computer Industry is the fastest growing major industry in the world. It has grown from \$330 million in 1955 to an estimated \$17.0 billion in 1969, with a projected growth of \$33 billion in 1972. This growth rate is more than four times faster than the Gross National Product, and the total market size will soon outdistance all other economic sectors.

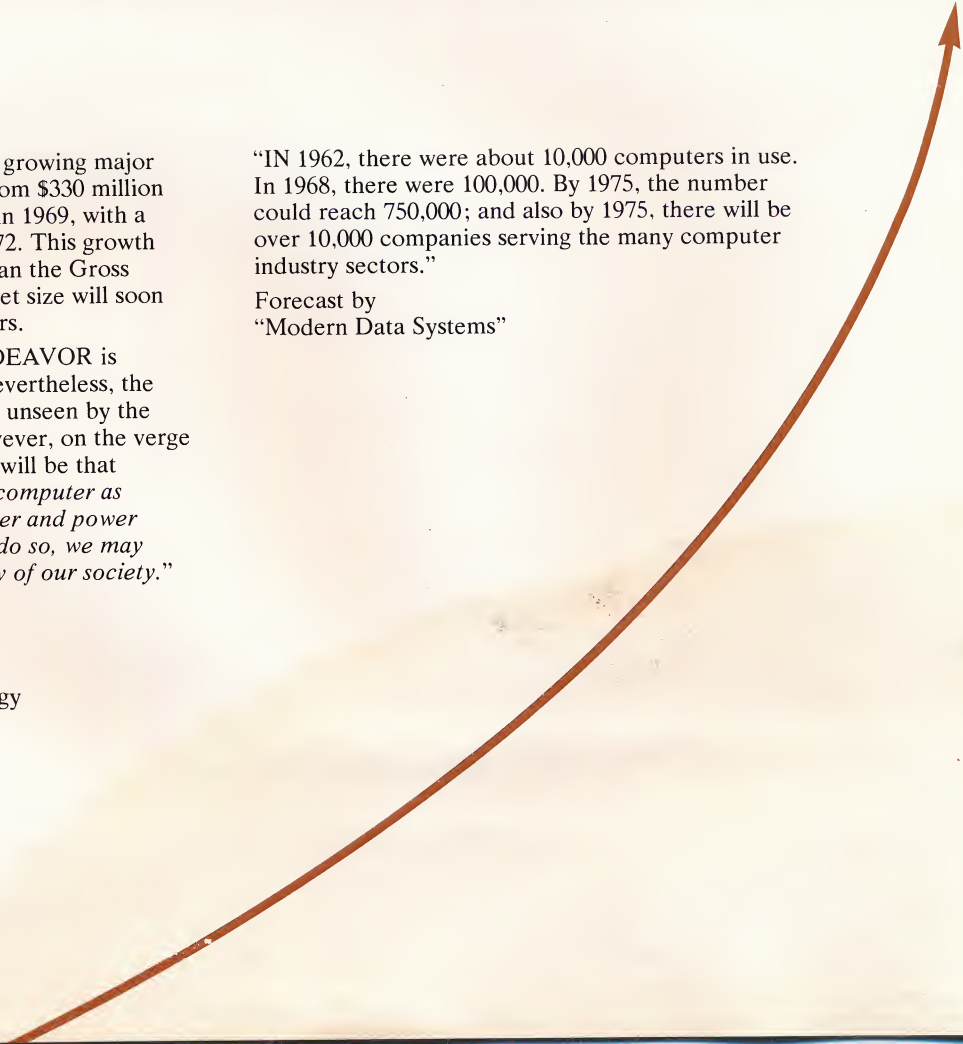
“EVERY FACET OF HUMAN ENDEAVOR is already affected by the computer. Nevertheless, the all pervasiveness of computers is still unseen by the average individual. We are now, however, on the verge of another breakthrough. The result will be that *the average man and wife will use a computer as casually as the automatic washer-dryer and power tools in their basement. Unless they do so, we may not survive the increasing complexity of our society.*”

Dr. Edward E. David, Jr.
Bell Telephone Laboratories

and Dr. Robert M. Fano
Massachusetts Institute of Technology

“IN 1962, there were about 10,000 computers in use. In 1968, there were 100,000. By 1975, the number could reach 750,000; and also by 1975, there will be over 10,000 companies serving the many computer industry sectors.”

Forecast by
“Modern Data Systems”



The Need for Information

When confronted with these statements, even a computer expert may be staggered by the magnitude of the industry's future and overwhelmed by the proliferation of computer companies.

With thousands of companies to evaluate, which ones will emerge as industry giants? Which products will have far reaching effects on the industry? And, most important, what are the underlying factors and conditions that will cause change and growth?

For the financial community, this information must be assimilated and understood before entering the enormously profitable, yet highly speculative arena of computer stocks.

For the computer industry, this information provides a deeper understanding of the industry as a whole and enables management to properly assess the validity of their present positions and their future planning.

It is to fill this need — to provide timely and meaningful information concerning the computer industry to both the financial community and the computer industry — that Computer Research Bureau (CRB) has dedicated its activities.

CRB Vantage Point

CRB was formed in 1966 as a highly specialized source of financial information on the computer industry. Brokers, fund managers and institutional investors — successful people who recognize the importance of keeping abreast of the investment profit potential in the dynamic computer industry — were CRB's first clients.

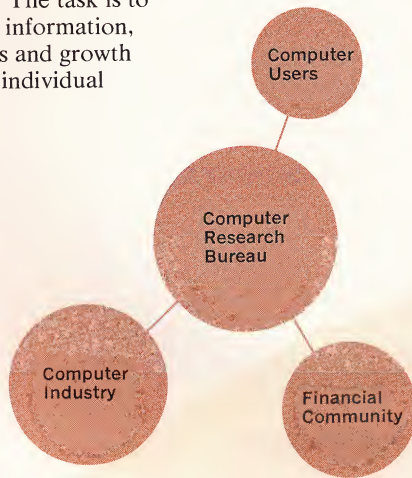
For them, CRB provides a meaningful evaluation of a complex industry. It offers a highly specialized intelligence system that constantly funnels the mass of diverse financial information into truly usable form.

Many of the computer companies are continually being added to the CRB client list. For them, CRB is more than a financial reporting agency. It provides marketing intelligence for new products, new developments, and new applications within the industry. It enables them to act or react quickly to changes while keeping abreast of competitive activities.

Because CRB enjoys a close, shirt-sleeve relationship with the computer industry, with computer users, and with the financial community, it can sense the special needs of each. From this special vantage point, CRB makes its unique interpretations of the computer industry.

Information

CRB's only product is information — timely and useful information on the computer industry. The task is to amass, sift and sort the mass of source information, to provide intelligent financial analyses and growth assessments of the industry and of the individual companies within the industry.



Files

CRB maintains files on almost 5,000 publicly-traded and privately held computer companies — their current financial condition, their products, and the quality of their management. More than 40 new companies per week are added to CRB's Information and Data Base.

Sources

These files are constantly updated from annual and interim reports, new product announcements, press releases, product manuals, speeches and forecasts, and from more than 150 periodicals and special service subscriptions.

For firsthand information, CRB specialists are constantly in the field, visiting plants, computing centers, user installations, conferences, seminars and expositions. From this mass of information, data is evaluated, highlighted, analyzed and projected objectively in understandable terms.

Products

As a vehicle for this timely information, CRB offers a series of closely interwoven reports covering the entire spectrum of the computer industry, ranging from a semi-annual review and projection of the total industry and each of the key growth sectors, to accurate reports on individual emerging companies.

CRB analyses are exacting and clear; the reporting is concise, comprehensive and succinct. Information is made available to CRB clients on a timely basis so that rewarding investment and operational decisions can be made. While not always flattering, reports are honest in diligent efforts to assess and report accurately and clearly.

Industry Reports

Perspectives for Growth

Designed as the major reference for all CRB reports, "Perspectives" defines the major growth sectors of the computer industry. This semi-annual document reviews and analyzes the major developments and trends within the industry — projecting growth for the total market and each of its sectors.

A select group of leading company officers from the computer industry — carefully chosen for their intimate knowledge of products and markets within their field — are interviewed in depth. CRB editors evaluate and edit this information to produce comprehensive analyses of each growth sector.

Sector Impact Reports

"Impact" reports separately on individual sectors of the computer industry established by "Perspectives" — but in far greater depth.

"Impact" presents more complete and comprehensive information and detail on the major factors which influence sector growth and changes in direction — analyzing specific companies within the sector, their major contribution to sector growth, as well as specific areas of opportunity for new and emerging companies.

Newsletters

Computer Stocks Today

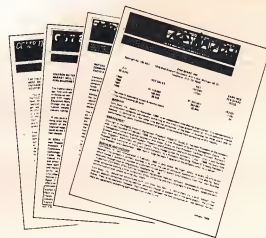
A twice-monthly newsletter analyzing the financial aspects of major companies in the computer and high-technology industries through growth sector tables; plus current news and analyses.

CST — Broker Special

A twice-monthly newsletter for the sophisticated investor offering evaluative, interpretive commentary on new or high-risk computer and high-technology stocks; based on plant visits and officer interviews.

Computer Processing Updater

A computer applications newsletter issued twice a month, abstracting news from more than 70 publications and reporting major state-of-the-art events. Includes pictures, graphs and sketches of new products and their applications.



Company Reports

Spotlights

In-depth reports on individual companies; four to six pages of detail and forecast information on background, finances, products, and markets.

Emerging Company Bulletins

Identification of new and fast-growing computer and high-technology companies that have recently gone public or are about to become new offerings in the next six months or a year. Information on products, people, marketing, and finances.

Flashes

Instant updating on changing situations previously reported in *Spotlights* and *Emerging Company Bulletins*; reporting new products, marketing progress, mergers, acquisitions, and management quality. Also previews companies and events slated for publication in other two reports.

Total Information Service

Computer Advisory Stock Service

Designed for both the financial community as well as the computer industry executive in corporate or marketing planning, CRB's Computer Advisory Stock Service (CASS) offers the most comprehensive overview of the computer industry, its growth sectors, as well as the industry's established and emerging companies.

CASS includes all of the CRB reports, and is therefore the most definitive service available on the computer industry.

Optionally, a limited number of CASS clients may go "on-line" to any of CRB's senior analysts for instant in-depth analysis of any of the nearly 5,000 companies on which we maintain extensive files.

Computer Research Bureau

People

The computer business is too big and too complex for "sometimes" experts—those who undertake occasional special assignments, spend two weeks making an "in-depth" survey and two days writing "a comprehensive analysis of a dynamic and upsurging industry."

In contrast to that, CRB analysts are full-time computer and technology industry specialists, but even more, their talents are multi-faceted—combining computer expertise with journalism and financial backgrounds. They are continually expanding their awareness of the computer industry while sharpening their interview and reporting skills.

And behind them is an unequalled management staff dedicated to keeping CRB the unquestioned authority on this fascinating field. Men like...

CHARLES J. SIPPL, *BS in Finance, University of Wisconsin; MA in International Economics, University of Miami; PhD work at University of California at Berkeley and Los Angeles.* Professorial duties at six California colleges and Universities. Pioneered computer crash educational programs for executives. Conducted computer seminars in 20 major U.S. cities. Authored several computer reference works including "Computer Dictionary". Founded C + TI (then Computer Publications, Inc.). President and chairman of the executive committee.

ROBERT COLTEN, BA, *City College of New York; MBA, Columbia University*. Market planning, research, and applications-oriented marketing duties with Computer Division of General Electric Company. Manager of market information and product manager with SDS (now XDS). Developed technique for making computer seminars more productive for participants outside industry. Senior Vice President of C+TI.

JOHN M. RAHT, BA, *Arizona State University, graduate work at Arizona State University and University of Arizona*. Field editor and editor with Holt Rinehart & Winston. General editor of Glencoe Press (a subsidiary of the MacMillan Company). Prime responsibility for editorial acquisition and supervision of more than half a hundred books. Executive Vice President of C+TI.

ARTHUR ROSENBERG, BA in Chemistry, *New York University; graduate work at Rutgers, New York University, and University of California at Los Angeles*. Product planning executive with SDS (now XDS). Manager of long-range planning, Product & Services Division of Informatics. Active as an official and lecturer for Association of Computing Machinery. Author of highly regarded articles and reports on computer industry. C+TI Group Vice President.

JOSEPH O'DONNELL, BA (honors) in Economics, *Queens College; MBA in Investments, New York University, Graduate School of Business Administration*. Thesis on development of computerized stock selection techniques based on technical and fundamental analysis. Analyst and client advisor with Standard & Poor's. Senior research analyst with Blair & Co. Voting stockholder in New York Stock Exchange. Computer and Technology Investments Division Head.

EUGENE A. WOOD, AA in Journalism, *Eastern Oklahoma A & M; BA in English, Cal State at Los Angeles*. Computer Books Division Head.

CARL F. RANDALL, Graduate, *University of California at Los Angeles*. Newsletters Division Head.

WILLARD SWEETMAN, JR., BS in Metallurgical Engineering; MS in Aeronautical Engineering. Technology Division Head.

JERRY L. VAN NORMAN, BSE in Industrial Engineering, MSE in Operations Research, both at *Arizona State University*. Market Intelligence Services Division Head.

RALPH L. RANDALL, BA at *University of California at Los Angeles, MBA and PhD program at Stanford University*. Editor, Information Products.

In addition, C+TI has 42 other highly qualified information specialists on its staff.



Facilities

Computer Research Bureau is located in the West's newest major financial complex, Newport Center.

Located on 622 acres in Newport Beach, California, this growing center is within easy (40 minute) driving distance from Los Angeles and its heavy concentration of computer industry leaders — CRB headquarters is less than an hour from Computer Sciences, University Computing, ITT, IBM, XDS, Data Products, Computing and Software, Computer Usage, Tymeshare, Canoga Electronics, Whitaker, Informatics, Planning Research, GE, Raytheon, CalComp, General Automation and Varian...not to mention 37 time sharing companies, and hundreds of others.

In addition, CRB maintains offices in New York City and several other key financial and computer areas.

Other Divisions of C+TI are:

Market Intelligence Service
Computer Books, Inc.
Computer Education Products
Technology Research Bureau
Computer and Technology Investment
Management Company



Computer + Technology Information Inc.

Computer Research Bureau

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